

ORDER



Orders
Order / Rev: 723906
Alt Order #: 06387448
Product Desc: YOHO/CONGRESS #1965
Estimate:
Flight Dates: 10/23/12 - 11/05/12
Original Date / Rev: 10/22/12 / 10/29/12
Order Type: Political

WJXX-TV

Primary AE: Jorge Motta
Sales Office: T-SF
Sales Region: NAT

Agency Name: Dresner Wickers & Associates/ POL
Buying Contact:
Billing Contact:
 1819 Polk Street #373
 San Francisco, CA 94109

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Yoho T/ R/ Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: DIR, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$3,130.00	\$2,660.50
10/29/12	11/05/12	34	\$4,645.00	\$3,948.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$3,130.00	\$2,660.50	0.00
November 2012	34	\$4,645.00	\$3,948.25	0.00
Totals	58	\$7,775.00	\$6,608.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jorge Motta			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/23/12	10/26/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	- TWTF - -	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		4				\$90.00		0.00			
2	WJXX	10/29/12	11/02/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF - -	:30	5	\$90.00	P-3	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF - -		5				\$90.00		0.00			
3	WJXX	11/05/12	11/05/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	M- - - - -	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$90.00		0.00			
4	WJXX	10/23/12	10/26/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	- TWTF - -	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		4				\$110.00		0.00			
5	WJXX	10/29/12	11/02/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF - -	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF - -		5				\$110.00		0.00			
6	WJXX	11/05/12	11/05/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M- - - - -	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 10/23/12 - 11/05/12

Advertiser: Yoho T/ R/ Congress
 Product Desc: YOHO/CONGRESS #1965
 Estimate: WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WJXX	11/05/12	11/05/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M-----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$110.00		0.00			
7	WJXX	10/27/12	11/03/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$85.00	P-3	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$85.00		0.00			
		Week: 10/29/12	11/04/12	-----S-		1				\$85.00		0.00			
8	WJXX	10/28/12	11/04/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$55.00		0.00			
		Week: 10/29/12	11/04/12	-----S		1				\$55.00		0.00			
E 9	WJXX	10/28/12	11/04/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$50.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$50.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/22/12-10/28/12	GMA Sunday		GMA Sunday	-----Su	:30		(\$50.00)		0.00	NM		
				Credited											
				[CR]											
		Week: 10/29/12	11/04/12	-----S		1				\$50.00		0.00			
	2	WJXX	10/29/12-11/04/12	GMA Sunday		GMA Sunday	-----Su	:30		(\$50.00)		0.00	NM		
				Credited											
				[CR]											
10	WJXX	10/28/12	11/04/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$150.00		0.00			
		Week: 10/29/12	11/04/12	-----S		1				\$150.00		0.00			
11	WJXX	10/23/12	10/26/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	-TWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2				\$80.00		0.00			
12	WJXX	10/29/12	11/02/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$80.00		0.00			
13	WJXX	10/23/12	10/26/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2				\$110.00		0.00			
14	WJXX	10/29/12	11/02/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$110.00		0.00			
15	WJXX	10/23/12	10/26/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	-TWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		2				\$130.00		0.00			
16	WJXX	10/29/12	11/02/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$130.00		0.00			
17	WJXX	10/23/12	10/26/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	-TWTF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		1				\$275.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WJXX	10/29/12	11/02/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			1		\$275.00		0.00				
19	WJXX	11/05/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$275.00		0.00				
E 20	WJXX	10/27/12	11/03/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$150.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/22/12-10/28/12		FCN Sat News at 6:30		Sat FCN News W	-----Sa--	:30		(\$150.00)		0.00	NM		
Unresolved [Preempted - Football ran ended 7:47 JIP Road to CMA at that time]															
Week:		10/29/12	11/04/12	-----S-			1		\$150.00		0.00				
21	WJXX	10/28/12	11/04/12	ABC World News Week Sat-Sun 6p-630p	CM	Sat-Sun 6-630p	-----SS	:30	1	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$175.00		0.00				
Week:		10/29/12	11/04/12	-----S			1		\$175.00		0.00				
22	WJXX	10/23/12	10/28/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-TWTFSS	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTFSS			4		\$225.00		0.00				
23	WJXX	10/29/12	11/02/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			5		\$225.00		0.00				
24	WJXX	11/05/12	11/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$225.00		0.00				
25	WJXX	10/28/12	11/04/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	-----S	:30	1	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$50.00		0.00				
Week:		10/29/12	11/04/12	-----S			1		\$50.00		0.00				
Totals													58	\$7,775.00	